

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMK 1014 – PRINCIPLES OF MARKETING

(All sections / Groups)

02 MARCH 2018

15.00 p.m - 17.00 p.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **SIX (6)** printed pages (including the cover page) with **TWO (2)** sections (A and B).
2. Section A (40 marks): Answer **ALL** questions.
3. Section B (60 marks): Answer **ALL** questions.
4. Please write all your answers in the Answer Booklet provided.

SECTION A: 40 marks**Answer all questions.**

- 1) Ashraf now has the buying power to purchase the computer that he wanted to buy six months ago. Ashraf 'want' has most likely become a _____.
A) need
B) value
C) demand
D) market offering
E) desire
- 2) Hayani Store profitably appeals to families with more modest means. The retailer's approach is most likely referred to as _____.
A) mass distribution
B) cost leadership
C) consumer-generated marketing
D) target marketing
E) undifferentiated marketing
- 3) A _____ is purposeful, specifying what an organization wants to accomplish in the larger environment.
A) marketing strategy
B) marketing objective
C) strategic plan
D) mission statement
E) market portfolio
- 4) According to the BCG matrix, products or businesses with a high market share in a high-growth market are classified as _____.
A) stars
B) cash cows
C) question marks
D) dogs
E) heroes
- 5) Diva Corporation insures manufacturers, distributors, and consumers against the loss or damage of goods during transportation after a purchase or sale. In this case, Diva is an example of a _____.
A) wholesaler
B) retailer
C) financial intermediary
D) physical distribution firm
E) marketing service agency

Continued...

- 6) June Distributors Ltd. buys electronic products from manufacturers for wholesale and sells them to various retail outlets. To which of the following markets does June Distributors Ltd. directly cater?
- A) business markets
 - B) reseller markets
 - C) manufacturer markets
 - D) supplier markets
 - E) consumer markets
- 7) Siti Zaharah, the manager of a children's boutique, collects data from her monthly records of sales, costs, and cash flow. In this case, Siti is making use of _____ databases.
- A) external
 - B) secondary
 - C) historical
 - D) internal
 - E) dialog
- 8) Red Bull Inc. has decided to launch a new energy drink that will have the fewest calories among its competitors. To understand the market potential for the new drink and the demographics and attitudes of consumers who are likely to buy the product, Red Bull should most likely use _____.
- A) exploratory research
 - B) archival research
 - C) causal research
 - D) experimental research
 - E) descriptive research
- 9) Which of the following is a psychographic characteristic of a consumer?
- A) gender
 - B) age
 - C) lifestyle
 - D) occupation
 - E) economic status
- 10) _____ involves enlisting or even creating opinion leaders to serve as brand ambassadors who spread the word about a company's products.
- A) Social marketing
 - B) Traditional marketing
 - C) Buzz marketing
 - D) Direct marketing
 - E) Values marketing

Continued...

11) Hafizz Pet Supplies, a pet-food company, divides the pet market according to the pet owners' gender, occupation, income, and family life cycle. In this case, which of the following variables has the company used for market segmentation?

- A) geographic
- B) psychographic
- C) benefit
- D) demographic
- E) occasion

12) Hazwani Cosmetics is advertising its newest line of eye makeup. Made from all-natural ingredients, the products are hypoallergenic. Hazwani is selling the products in specially designed tubes that make application easier. Which of the following is a core customer value for Hazwani's line of eye makeup?

- A) the natural ingredients
- B) the Hazwani brand
- C) the products' revolutionary packaging
- D) the hypoallergenic properties of the products
- E) the desire for having beautiful eyes

13) Which of the following statements is most likely TRUE about unsought products?

- A) Unsought products are consumer products and services that customers buy frequently.
- B) Marketers use aggressive advertising to convince consumers to buy unsought products.
- C) Unsought products are typically purchased for further processing by industrial manufacturers.
- D) Compared to convenience products, unsought products are purchased more frequently.
- E) Unsought products offer many unique characteristics to status-conscious consumers.

14) Hani Skin is establishing a pricing strategy for a new mini moisturizer. The total cost to produce each unit is RM3.50. The company has decided to add a RM1.50 markup, so the unit price to distributors will be RM5.00. Hani Skin is using a ____ pricing.

- A) value-added
- B) good-value
- C) cost-plus
- D) competitor-based
- E) break-even

15) There are more than 50 kailan farmers in Cameron Highlands, Pahang, that grow, package, and distribute the same quality kailan. An individual farmer cannot charge more than the going market price per unit without the risk of losing business to the other farmers. This is an example of _____.

- A) pure competition
- B) monopolistic competition
- C) oligopolistic competition
- D) a pure monopoly
- E) a black market

Continued...

- 16) A _____ is made up of a company, its suppliers, distributors, and, ultimately, customers who "partner" with each other to improve the performance of the entire system.
- A) manufacturing chain
 - B) distribution center
 - C) marketing intermediary
 - D) value delivery network
 - E) disintermediation system
- 17) Which of the following is an example of a horizontal conflict?
- A) a Nike shoe dealer complaining that the shoes provided to the dealer are defective
 - B) a Ford car dealer complaining that another Ford dealer is underpricing the same models
 - C) a FedEx agent complaining that a DHL agent is cutting off his business
 - D) a Walmart executive complaining to a Pepsi executive for not replenishing stocks on time
 - E) a Gucci executive complaining to Gucci's suppliers of delays in shipping consignments
- 18) Amin Trading, a soft drink manufacturer, issued by an environmental group for not meeting certain safety standards in its waste disposal. Amin Trading remedies the problem by adding higher-grade filters and purifiers. Which of the following actions by Amin Trading would constitute a public-relations effort to address the effects of the lawsuit and the consequent damage to its brand image?
- A) having well-trained personnel at retail outlets to explain the different ranges of products the company provides
 - B) tying in with local restaurants to promote exclusive sales of Amin Trading soft drinks
 - C) lowering prices of Amin Trading's products in the short term
 - D) holding a press conference to explain the remedial steps that Amin Trading has taken
 - E) making new advertisements for Amin Trading products and sponsoring TV shows
- 19) Ammar Designs markets a wide range of kitchen cabinets, counter tops, and ceramic tile. Its salespeople are initially divided on the basis of their expertise in a product category. They're then further divided into teams addressing large home improvement retailers, kitchen and bath suppliers, and specialty home improvement stores. Which of the following sales-force structures has most likely been combined to form this complex sales-force structure?
- A) territorial and market
 - B) product and market
 - C) product and territorial
 - D) geographical and product
 - E) market and customer
- 20) Which of the following is most likely an advantage of social media marketing?
- A) Social media are targeted and personal.
 - B) Social media campaign results are easily measured.
 - C) Social networks are largely marketer controlled.
 - D) Social media allow marketers to engage in multichannel sales.
 - E) Social media campaigns are simply implemented and rarely backfire.

SECTION B: 60 marks**Answer ALL questions.****Question 1**

By illustrating a proper diagram, outline ALL steps in the marketing research process.
(20 marks)

Question 2

Explain the FOUR major segmentation variables for consumer markets.
(20 marks)

Question 3

- a) Define the integrated logistics management;
(5 marks)
- b) Explain THREE different ways how a company can achieve it.
(15 marks)

End of Page.